



SAN MAMES



**Unique spaces for memorable events.**





# BILBAO

**Culture. Gastronomy.  
Architecture. History.**

**Welcome to one of the best  
cities for professional events  
and congresses.**



With more than 300,000 inhabitants and a history that dates back to 1300, it was constructed as the largest and most cosmopolitan town in the Basque Country. Located in the north of Spain, the city is surrounded by green landscapes and all the necessary services to be qualified as one of the best cities in Europe.

Its cultural offering is growing every year, hosting large events, conferences and national and international meetings. **All this reflects the clear commitment to turning Bilbao and Biscay into a benchmark for the creative industries.**

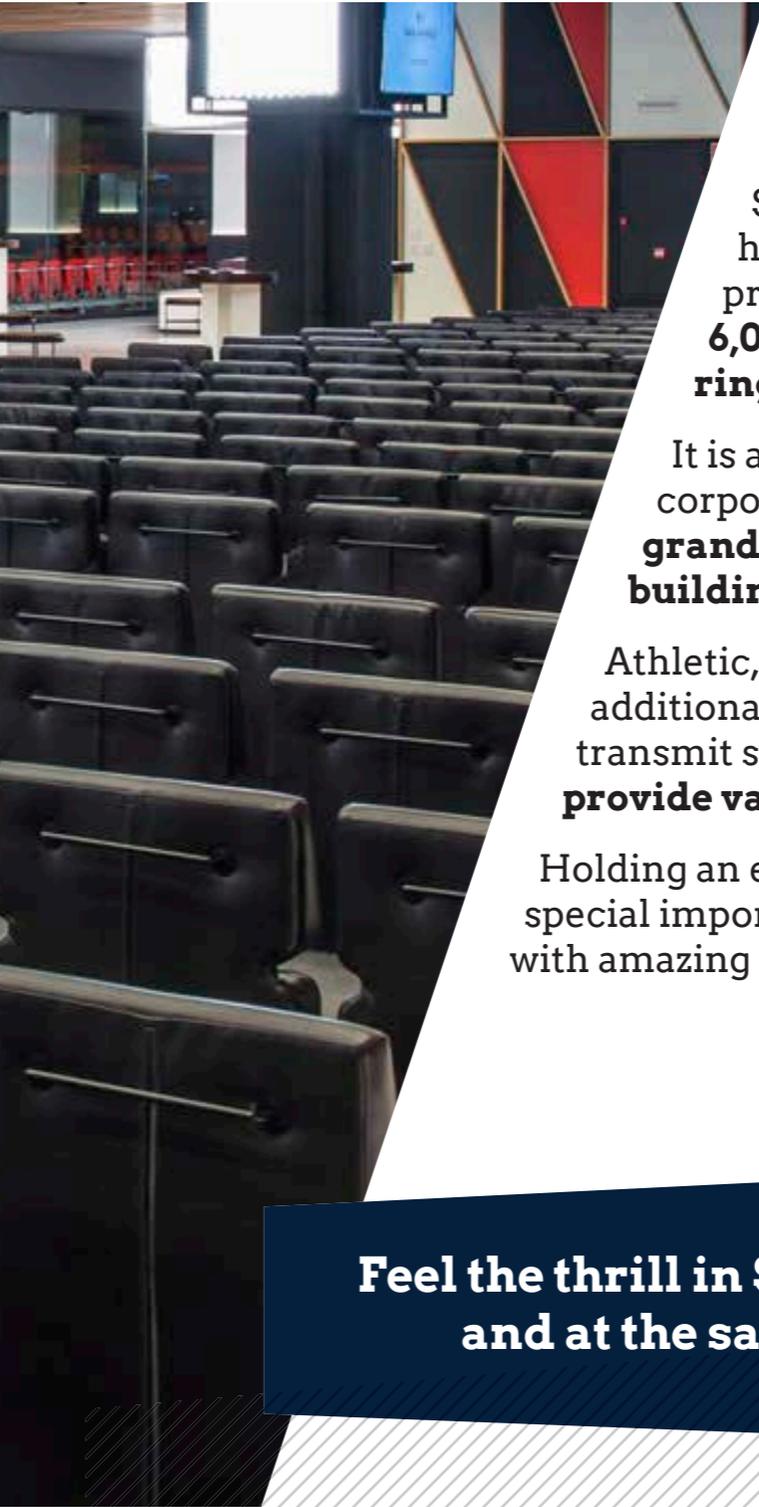
In addition, its elaborate cuisine, its bars full of pintxos (tapas) and the narrow streets in the old town create a pleasant atmosphere of leisure and contrasts between the old and the "new Bilbao". A history that makes it irresistible, of course, for lovers of cities with history, charm and people like no other.

One of the hallmarks of Bilbao is its football team: Athletic Club. A team with more than 100 years of history, a legendary **stadium**, recognised internationally and a unique philosophy, as it only has players who were born, raised or trained in the Basque Country.



THIS IS  
SAN MAMES.

Unique spaces for  
memorable events.



San Mames is the perfect place for holding corporate events and professional conferences in Bilbao. It has **6,000 m<sup>2</sup> distributed along the centre ring of the ground.**

It is a place designed where you can enjoy corporate events and conferences in a **grandiose setting, labelled the best sports building in the world.**

Athletic, its history and tradition and all of the additional services that its facilities offer transmit something more than football. **They provide value.**

Holding an event at San Mames means giving a special importance to the event. It hits the mark with amazing spaces for a complete experience.

Feel the thrill in San Mames in a different  
and at the same time unique way.

## MANY SPACES, A SPECIAL ATMOSPHERE.

Surrounded by an unrivalled atmosphere, San Mames offers the possibility of holding company events, professional meetings or conferences in spaces that cause impact.

Character and passion: everything that happens around San Mames conveys a **high added value to any type of event.**

San Mames is a reflection of the city, the culture and the gastronomy of Bilbao and Biscay.

San Mames allows guests to enjoy its **extensive spaces** in a **unique, welcoming ambience**, making them feel comfortable.



**NORTH**

**BEAUTY.  
COMFORT.  
DESIGN.**

**ALLOW US TO  
PRESENT EVERY  
SPACE IN SAN MAMES.**

**The guts, dedication and passion of  
Athletic Club is reflected in each of  
San Mames spaces.**

**EAST**

**NORTH  
CORNER**

**SOUTH**

**SOUTH  
CORNER**

# NORTH

A space tailored to your needs, featuring an auditorium and a dining area. It is the ideal solution for large corporate events. Its elevating seating system allows you to reconfigure the space comfortably.



Floor 1

 **700**  
people

 **350**  
Seats

 **778m<sup>2</sup>**



# EAST

A meticulous environment which is ideal for meetings and presentations. It has a projector with a 5-metre screen.

 200 people

 530 m<sup>2</sup>

Floor 1



# SOUTH

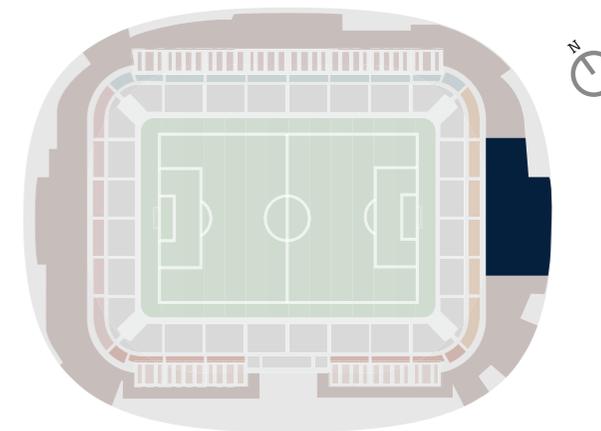
Views of the pitch from the glass. A prominent setting where you can breathe in the essence of Athletic Club with a big screen for presentations and business meetings.



Floor 1

 700 people

 778m<sup>2</sup>



# NORTH CORNER

**Multidisciplinary space with screens for broadcasting multimedia material. High degree of adaptation to the needs of your event.**



**300**  
people



**612 m<sup>2</sup>**

**Floor 1**



## ALL IRON.

San Mames BAT includes allusions to the English influence. The classic celebratory cry of "Aliron", which has its origin in the historic term "All Iron", is embodied in the form of raw iron panelling covering the walls.



# SOUTH CORNER

More "sporty" atmosphere overlooking the pitch and the possibility to follow the event across multiple screens.



Floor 1

 300 people

 615 m<sup>2</sup>

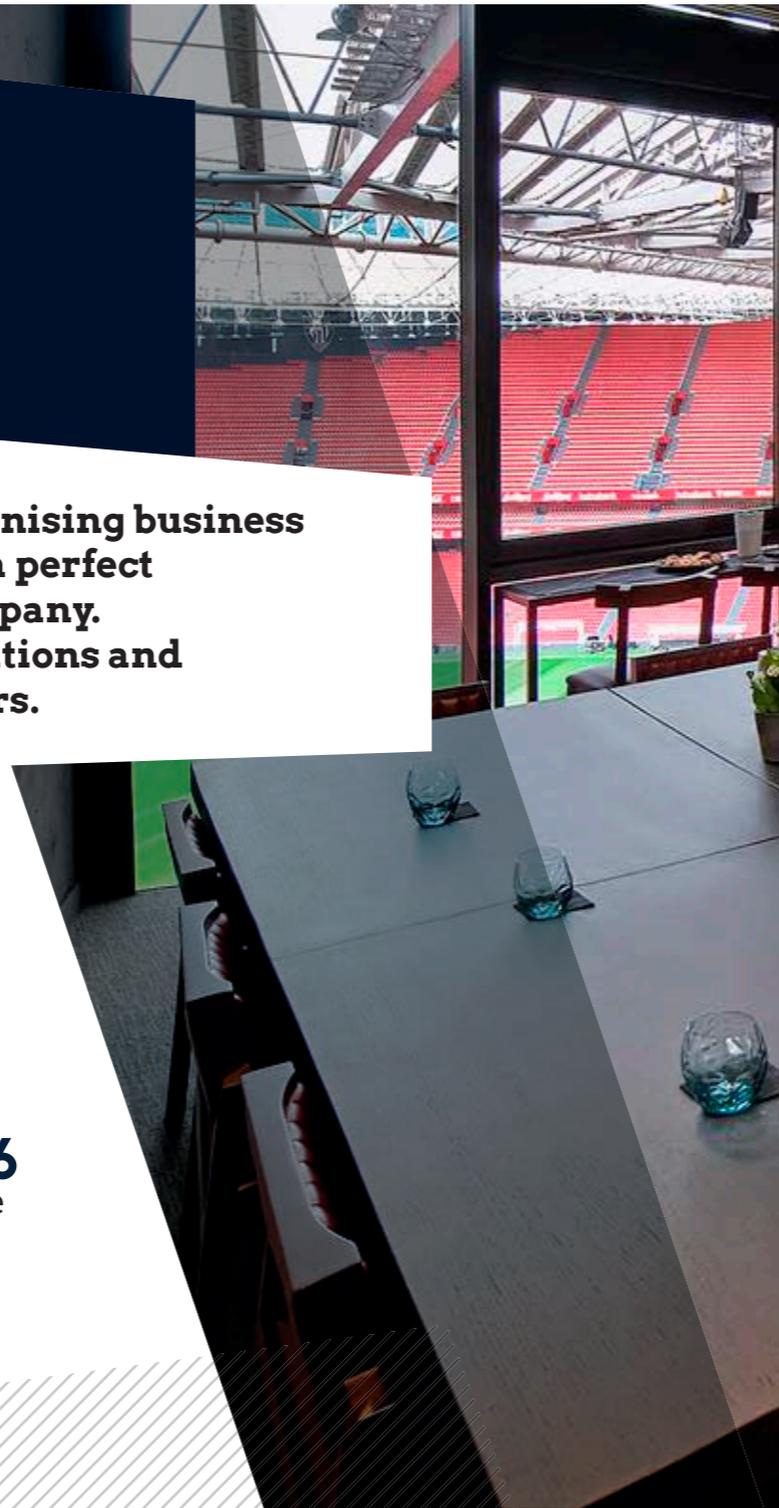


# SKY BOX

The best spaces for organising business meetings and creating a perfect impression of your company. Ideal for small presentations and meetings with customers.

Floor 4

 5-16  
people



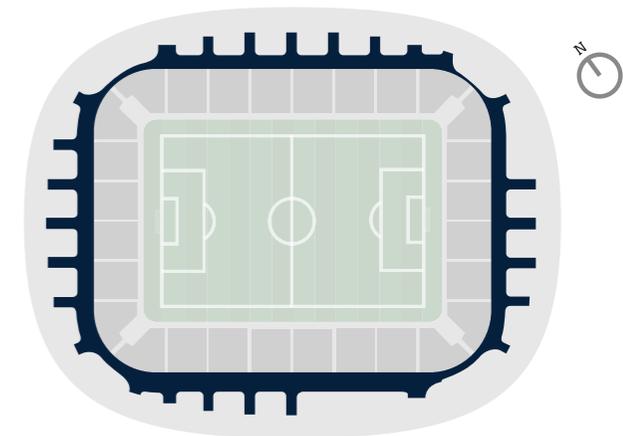
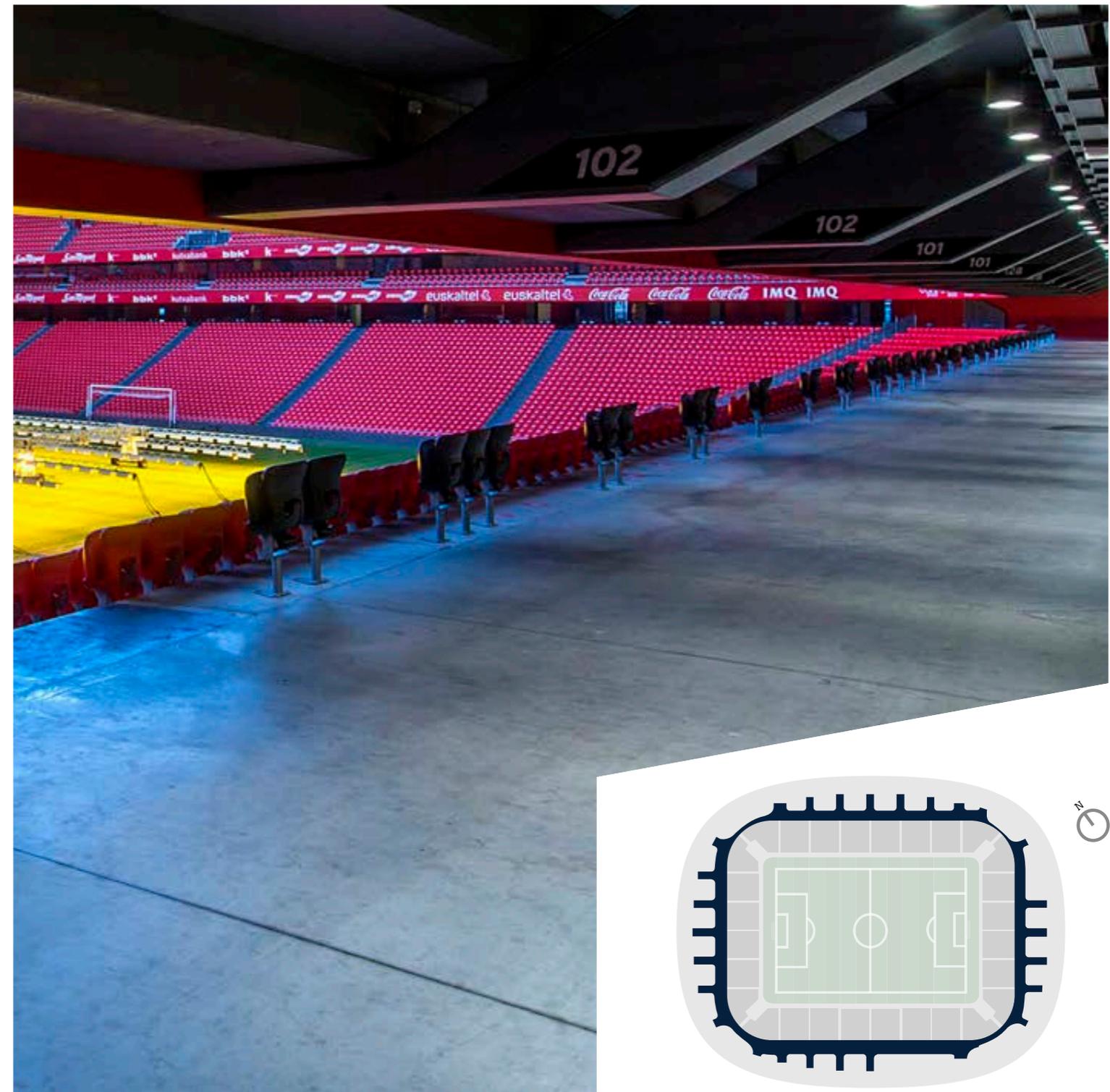
# BOULEVARD

A large outer ring for major events and an outstanding environment.

 **3,000**  
people

 **2,800 m<sup>2</sup>**

Floor 0



# JOSE IRAGORRI PRESS ROOM

Exceptional space for holding business conferences, talks, symposia and business training with all the amenities.

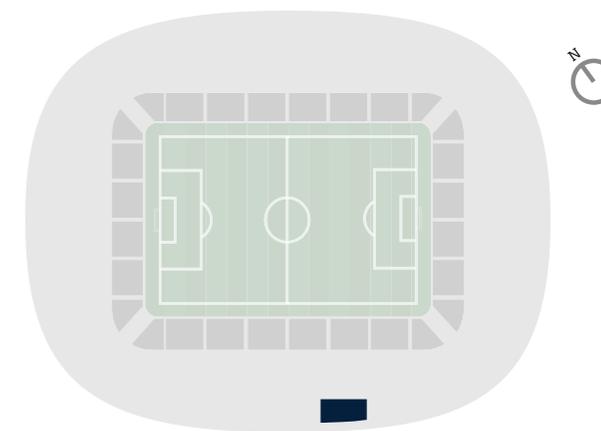
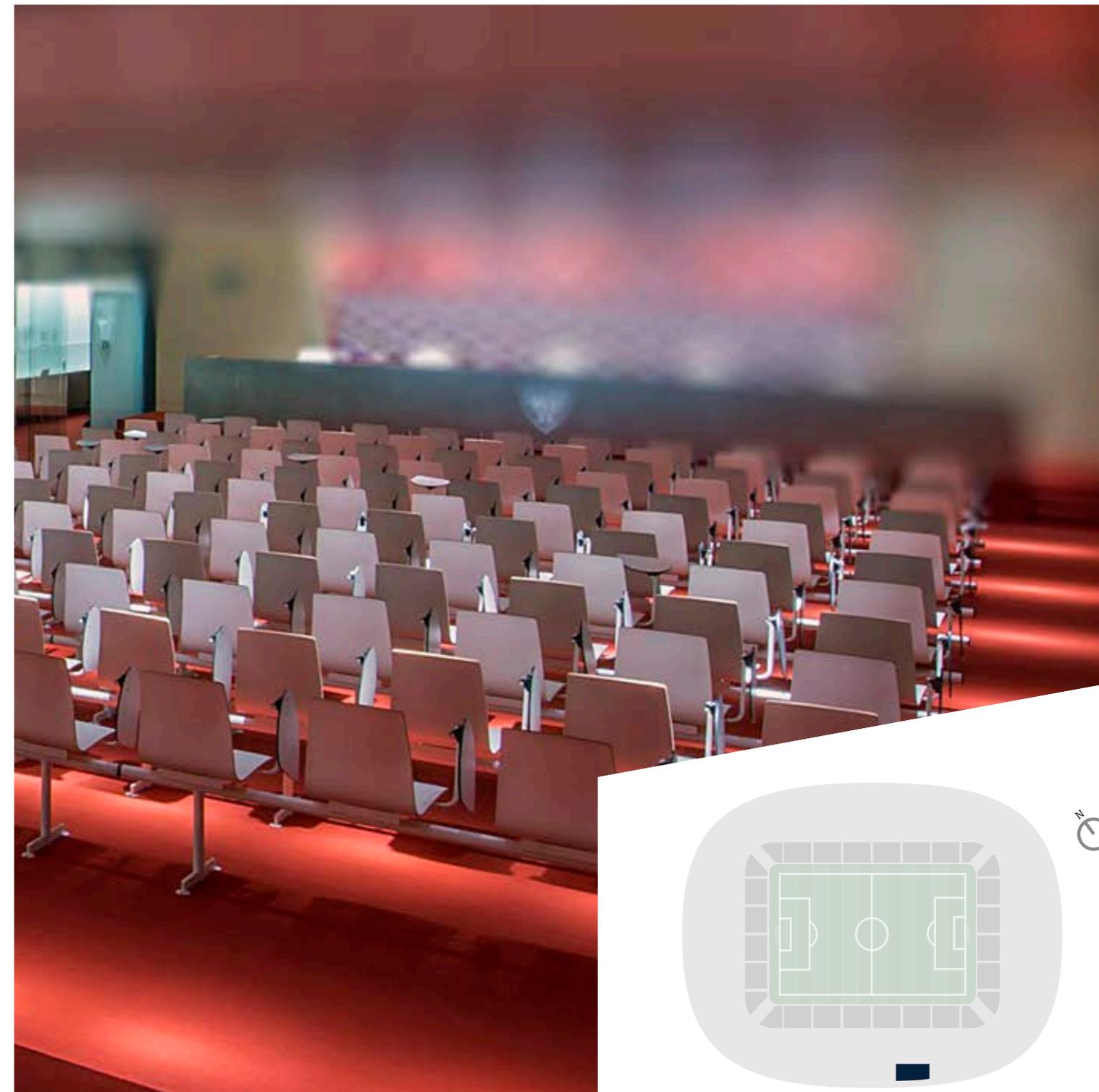


150  
people



263 m<sup>2</sup>

Floor -2



# MIXED ZONE

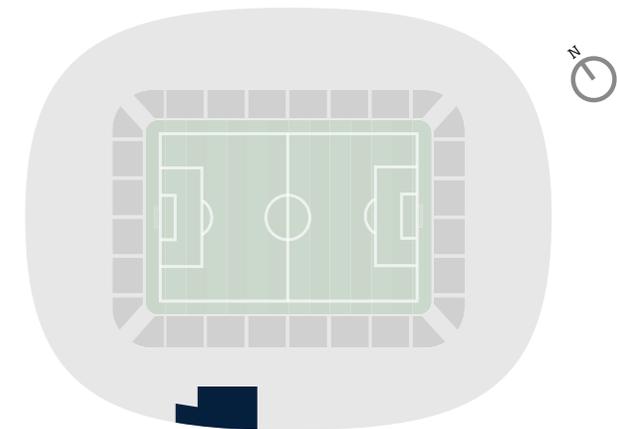
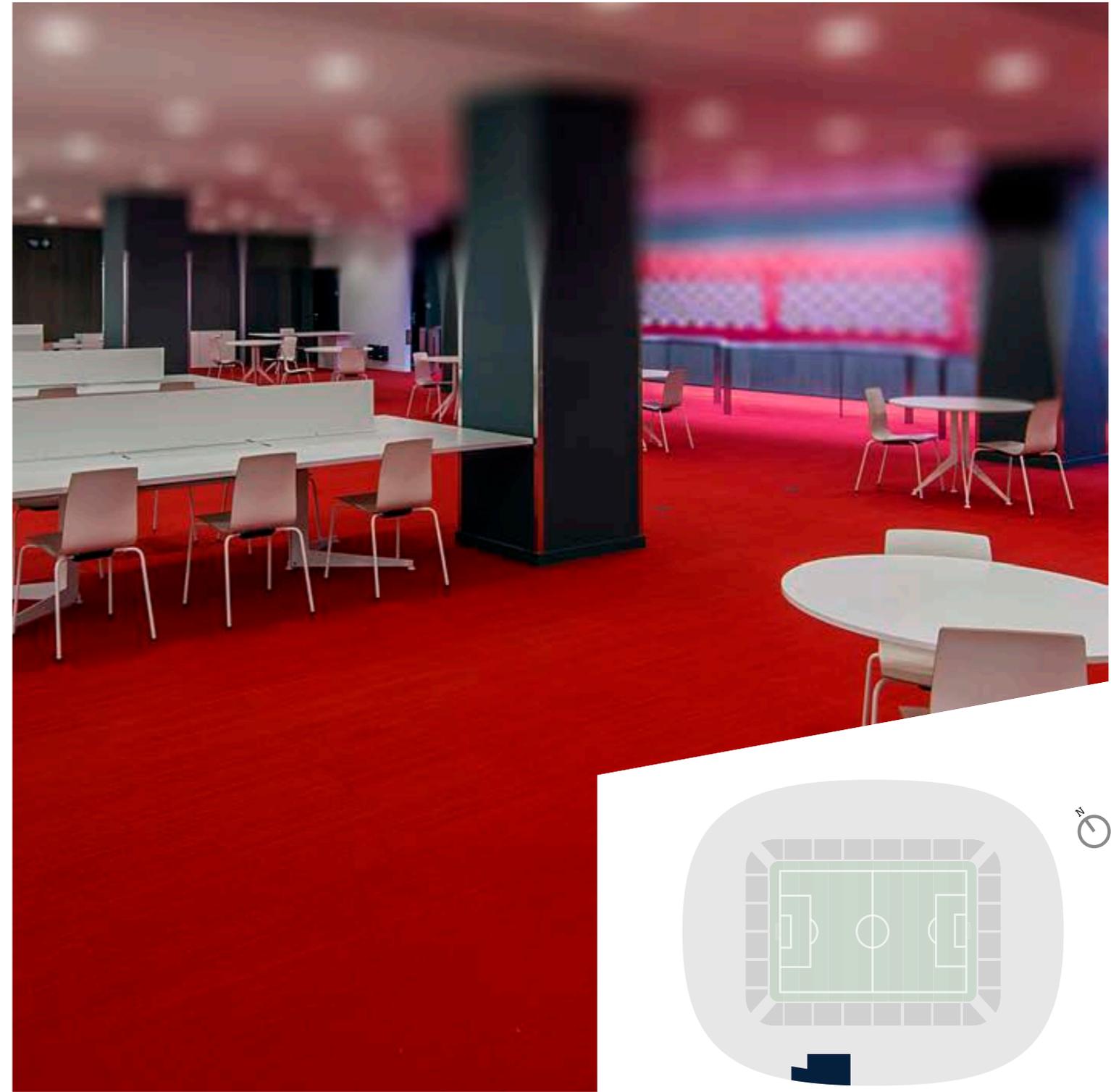
The place where football players make statements in front of the media can be turned into the outstanding place for your event. High capacity modular space.



Floor -2

 150 people

 447 m<sup>2</sup>



# AUDIOVISUAL ROOM

An ideal place for small company presentations or meetings. It has a projector, screen and sound system.

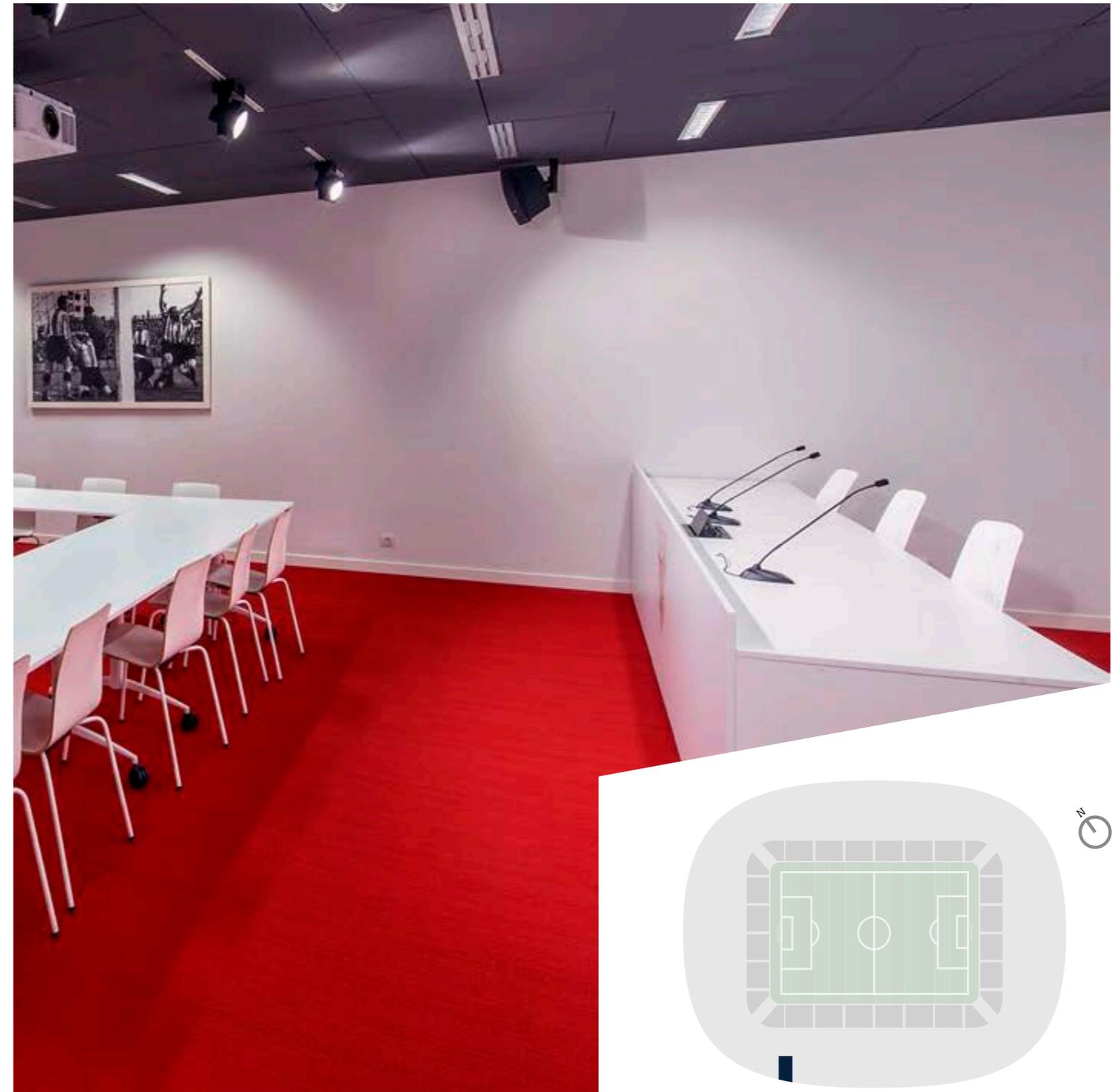


30 people



90 m<sup>2</sup>

Floor -2





**What can organise in  
the spaces of San Mames:**

**Every space in San Mames  
can be adapted to the needs of  
your event.**

Companies from all sectors and of all sizes organise business, cultural and recreational events in the spaces of San Mames.

**Values, history and passion.** San Mames allows you to understand the importance that this ground and Athletic Club has in the city and in Biscay.

- Business meetings.
- Product presentations.
- National and international conferences.
- Professional conferences.
- Award ceremonies.
- Motivational days.
- Training.

**Or, based on your needs, we can  
adapt to the characteristics of your  
meeting or event.**

It surrounds your event with an exceptional ambience and makes a bigger impact on your potential customer.

**Your company event in the best  
sports building in the world.**

# BENEFITS OF HOLDING AN EVENT IN SAN MAMES

**San Mames offers a unique experience. More than 6,000 m2 of spaces in which to hold memorable events.**

**The best sports building in the world.** Classified by the World Architecture Festival in Singapore in 2015.

**At the forefront of technology.** Every presentation or meeting requires specific technological needs (WI-FI, projector, screens, etc.). San Mames is equipped with advanced technology solutions to meet the needs of every customer.

**Attractive spaces. Where your customers and you enjoy a setting with a unrivalled atmosphere.**

**The ambience.** Holding an event in San Mames evokes feelings in your guests, leaving an indelible mark on your meeting.





**And there's more ...**

Attractive spaces where your customers will be able to enjoy an unrivalled ambience.

**Gastronomic cathedral.** Quality cuisine reflecting our region. 10 Michelin stars so that you can enjoy the best cuisine during the game.

**Taberna La Campa de los Ingleses.** Sports Bar. Gastronomic tavern on the first floor. History and tradition in a new tavern concept.

**BAT Tickets.** Football and more. Enjoy something more than just football. A 4-hour experience that adds value to your event.

**Restaurante San Mamés.** Sample Biscayan cuisine every day of the week at Restaurante San Mamés. Organise your business lunch overlooking the pitch.

**Enjoy San Mames at its best.**

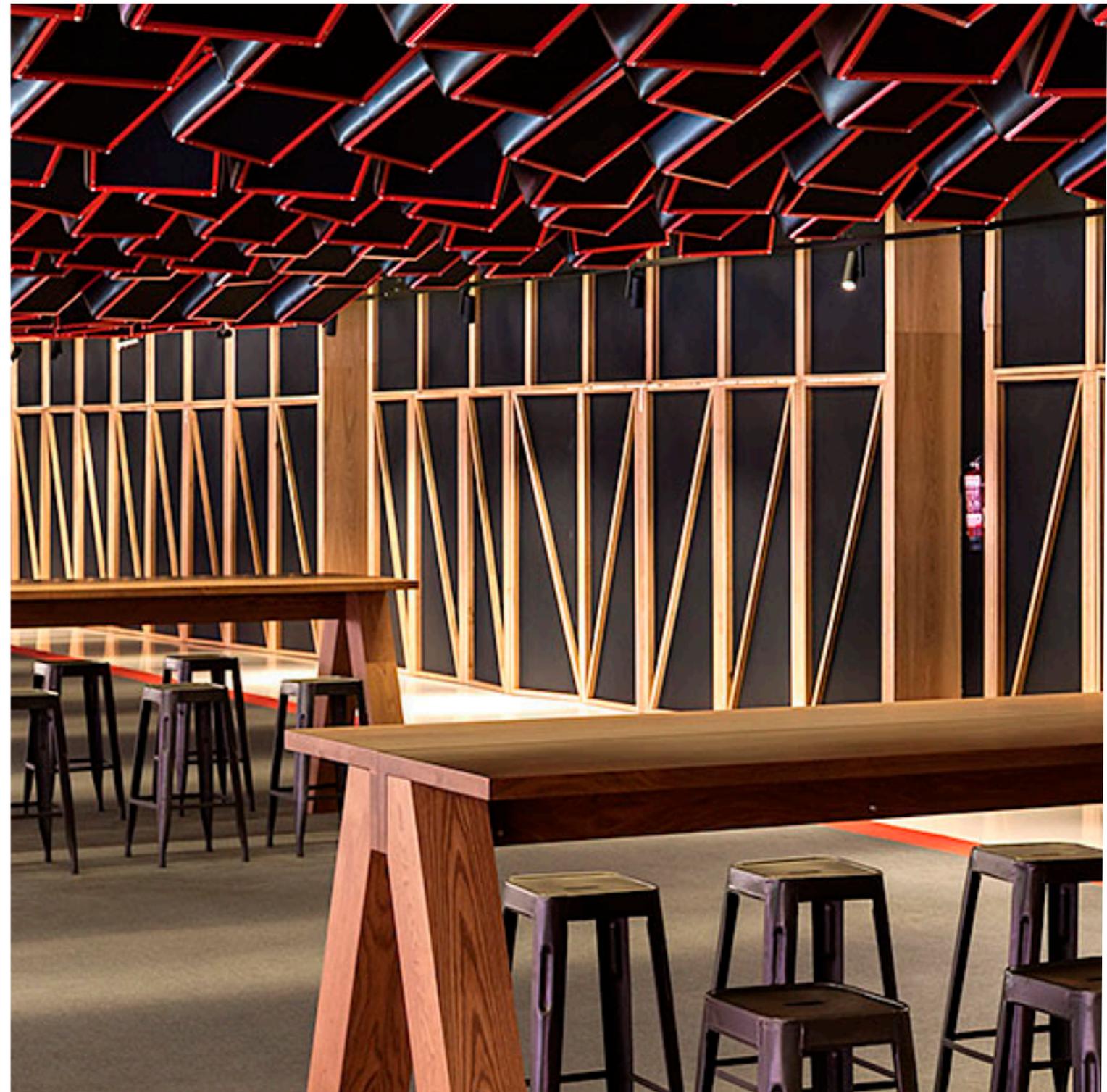


If you want to hold an event, conference or product presentation in San Mames, you can do so by making a brand impact on your guests.

Because your event is as important as the space where it will be held.

**The best of San Mames is on offer to you.**

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A guide prepared by Athletic Club.

If you would like to request information about holding an event, please ask us and we will give you all of the details to make your next event a success.

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